BA (Hons)

PHOTOGRAPHY

PROGRAMME SPECIFICATION

CLEVELAND COLLEGE OF ART & DESIGN
THE NORTHERN SCHOOL OF ART
SINCE 1874

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CLEVELAND COLLEGE OF ART & DESIGN

PROGRAMME SPECIFICATION

The Programme Specification provides a summary of the main features of the **BA (Hons) Photography** programme, and the learning outcomes that a 'typical' student might reasonably be expected to achieve and demonstrate if he/she passes the programme.

Further detailed information on the learning outcomes, content and learning and teaching methods of each module can be found in your *Module Handbooks*.

Key Programme Information

Final award	BA Honours
Course title	BA (Hons) Photography
Teaching institution	Cleveland College of Art & Design [CCAD]
Awarding Institution	Arts University Bournemouth [AUB]
Professional accreditation	None
Length of course / mode of study	3 years full-time
Level of final award (in FHEQ)	Level 6
Subject benchmark statement(s)	Art and Design
UCAS code	W640
Language of study	English
External Examiner for programme: *Please note that it is not appropriate for students to contact External Examiners directly*	Jonathan Worth Coventry University
Date of validation	1996
Date of most recent review	March 2013
Date programme specification written/revised	September 2013

Programme Philosophy

The BA (Hons) Photography programme explores a broad range of approaches to the modern cultural use and appreciation of photography in a creative and experimental way. By keeping up to date with new developments and debates, you will experience photography in a wide cultural context gaining a comprehensive knowledge to help you define your practice in preparation for future employment or postgraduate study. This degree is designed for those who want to work towards a career as a practicing art photographer, professional photographer or in a related media profession.

Producing photographs fit for purpose is central to the philosophy of this programme and you will learn how to do this through developing a range of specialist techniques and skills. These will include traditional film-based and early alternative processes to high-end digital still and potentially moving imagery.

The programme is delivered through a variety of methods and you will learn about all forms of photographic practice, including contextual and research skills. Practical workshops and seminars underpinned by academic and technical staff ensure that you are supported throughout your studies in your progression towards independent learning.

BA (Hons) Photography provides a progressive learning structure, with students encouraged to take increasing responsibility as they progress through the programme for the content and direction of their work. A choice of focus specific to the current contemporary nature of photography is available for pathway study during your final year of study in Level 6.

Through a series of set assignments and self-initiated projects, you will develop technical skills appropriate to contexts such as documentary, landscape, portraiture, still life and fashion. The programme also reflects the importance of the history of photography and its influence on contemporary practice for both commercial and conceptual practitioners.

The first year of study is based on the acquisition of technical and study skills, and the second year focuses on developing an understanding of the professional and artistic contexts of photography. During the latter part of the second year you will be encouraged to define your professional and creative direction. Your final year provides you with the opportunity to focus on your individual career aspirations through either a Fine Art or Commercial Photography pathway.

For the Fine Art pathway, there is an emphasis on developing critical skills and exhibition practice within the culture of photography in a fine art context. The specific aims of this pathway are to consolidate the development of a practical style with a degree of artistic and intellectual independence. This will enable you to form a critical awareness of your individual practice in relation to the professional context of photography as fine art. You will work towards the presentation of works through exhibition and publication in the public realm.

The Commercial Photography pathway reflects industry requirements and expectations by placing an emphasis on digital practice. There is a strong industry focus, as well as exploration of concept and experimentation to inform and shape a

personal professional practice. Within this pathway, you will be encouraged to develop your abilities in creative and commercial photographic practice with an understanding and appreciation of technical, client and business considerations.

The BA (Hons) Photography programme at Cleveland College of Art & Design offers an engaging environment in a unique and visually challenging location, ideally suited to its renowned reputation for producing contemporary / documentary work. The programme is designed to promote and produce creative individuals who can explore and evolve their own photographic vision and practice, and you will have the opportunity to become a highly independent and flexible practitioner.

Graduates can pursue careers either as independent photographers, or work in a range of photographic employment areas such as editorial, publishing, advertising, exhibitions, landscape, portrait and fashion, still life, electronic imaging or ancillary roles connected with the photographic industry. Others can take advantage of a variety of postgraduate opportunities leading to research and educational occupations and professions.

Programme Aims

- To enable you to develop and apply specialist skills and knowledge of photography to your individual creative practice, and demonstrate your understanding of the theoretical, professional, ethical, social and cultural issues that define and contextualise it

- To provide opportunities for you to source, navigate, evaluate and use appropriate information that will support your routes of creative enquiry and develop your conceptual understanding in order to make independent judgements and decisions

- To develop creative investigative approaches to photography, and your ability to synthesise the processes of research, analysis, interpretation, problem-solving, realisation and evaluation

- To enable you to manage your own learning, meet deadlines, and carry out projects that require you to make decisions in complex and unpredictable contexts

- To enable you to develop practical and technical skills to a professional level appropriate to the production of analogue and digital photography

- To prepare you for employment, future professional development and / or postgraduate study and enable you to locate your photographic practice within a professional context

- To develop your ability to communicate and present information, ideas, problems and solutions to audiences in a range of situations appropriate to fine art and / or commercial photography

Programme Outcomes

By the end of the Fine Art Pathway of the programme you will be able to:

- Demonstrate a comprehensive and detailed knowledge of the culture and practice of fine art photography and its theoretical and professional contexts
- Evaluate and apply research from a diverse range of sources appropriate to the development of your work
- Demonstrate confidence in identifying and defining your own practice through intellectual debate, ideas and concepts
- Take responsibility for independent learning and decision-making as you apply your knowledge and skills to the organisation and management of projects
- Apply creative practical and technical skills that resolve problems you may encounter in producing outcomes relevant to your photographic practice
- Demonstrate readiness for employment and / or continuing professional development / postgraduate study whilst acknowledging the legal, ethical and sustainable constraints and professional expectations of photographic practice
- Communicate professionally in a range of formats and contexts to enhance and promote your practice

By the end of the Commercial Photography Pathway of the programme you will be able to:

- Demonstrate a comprehensive and detailed knowledge of commercial photography and the professional skills required by the photographic / visual communications industries
- Evaluate and apply research from a diverse range of sources appropriate to the development of your work
- Demonstrate the ability and confidence to place your work in a commercial context and develop appropriate ideas and outcomes
- Work independently and apply your knowledge, skills and understanding appropriately to organise and manage projects
- Apply creative practical and technical skills that resolve problems you may encounter in producing commercially focused outcomes
- Demonstrate readiness for employment and / or continuing professional development / post graduate study whilst acknowledging the legal, ethical and sustainable constraints and professional expectations of photographic practice
- Communicate professionally in a range of formats to specialist commercial and other audiences

Reference Points

UK Quality Code for Higher Education, including:
- Subject Benchmark Statement: Art and Design
- Framework for Higher Education Qualifications (FHEQ)
- Code of Practice

AUB Undergraduate Regulatory Framework
CCAD Higher Education Learning, Teaching and Assessment Strategy

Learning, Teaching and Assessment

Learning and Teaching Strategies

Your programme has been designed to give you a clear and logical learning experience, which encourages you to take an active part in the learning process. Each Level of the programme has explicit learning outcomes that indicate the range of your knowledge and understanding, including intellectual, practical, professional and transferable skills.

The programme helps you to develop the ability to plan, manage and evaluate your learning, which is vital to the process of becoming an independent and professional practitioner. It also encourages you to take a more questioning approach, so that you can resolve problems with increasing confidence in your own judgements.

Formative feedback throughout modules helps you to evaluate your progress and identify your individual strengths and areas for development, based on feedback from tutors, other students, and your own self-evaluations.

The programme objectives are met by deploying a wide variety of teaching and learning methods including assignments, projects, lectures, seminars, group critiques and tutorials. In consultation with the Programme Leader, academic staff are responsible for co-ordinating individual modules of study, and for selecting appropriate methods of delivery according to the subject matter and the student experience.

The learning and teaching methods used enable you to develop the skills, knowledge and critical awareness required to become a creative practitioner and promote the development of transferable skills, which are essential for employability.

The study time allocated to each module in the programme incorporates a balance of formal teaching, tutorial support and independent learning. The programme is structured progressively to provide increased opportunities for independent learning as you reach the later stages of the programme. The promotion of independent learning reflects your anticipated maturity as a student and allows you to direct your learning towards individual goals.

The integration of theory and practice is crucial in your development as a well-rounded and informed creative practitioner. This is promoted and reinforced through a team teaching approach in both practical and written modules. Lectures, seminars and tutorials may be delivered by academic staff, as appropriate, in the creative environment of the studio, lecture theatre and seminar room.

Level 4 - Foundation and Orientation

Level 4 provides you with an introduction to the concepts, skills and knowledge associated with your subject area. You can access guidance and support from tutors during teaching sessions, but you are also expected to use independent study time to develop your skills further. Verbal and written formative feedback in tutorials and teaching sessions provides you with a clear indication of your progress, and you can use formative self and peer evaluation to help you to develop your critical and evaluative abilities.

Level 5 - Development and Exploration

The learning and teaching strategies used in Level 5 encourage you to take a more active involvement in your personal development. You are provided with opportunities to extend your subject knowledge and associated skills, and to study specific areas in greater depth. As you progress through Level 5, you are able to focus increasingly on your individual areas of interest and specialism. This is determined through the introduction of Learning Agreements, in which you can negotiate your own routes of enquiry, including research, development and realisation. Throughout Level 5, work-related learning and potential work experience opportunities enable you to develop your professional practice and experience of working in a commercial context. Increased levels of formative self and peer evaluation, in conjunction with the Learning Agreements, help you to take more responsibility for your learning.

Level 6 – Consolidation and Expertise

In Level 6, you undertake a range of intellectually challenging work involving in-depth study, which helps you to consolidate your prior experience, knowledge and skills to a higher level of expertise. Emphasis is placed on self-initiated projects and your ability to plan and manage your own learning within all modules. You are expected to work with a considerable degree of independence and to exercise effective critical analysis, evaluation and professional practice. However, your specialist tutors will give you guidance throughout Level 6 in order to provide a structured and supportive learning environment, promoting a manageable level of student autonomy while continuing to address any potential issues. Individual student-initiated projects, negotiated through the Learning Agreements for the Minor Project and Final Major Project modules, are undertaken within the module framework to assist you in the realisation of your creative aspirations as an independent practitioner. The Professional Practice and Dissertation modules are characterised by a high level of independent learning, critical thinking, communication and organisation.

Methods of Learning Glossary

A variety of methods are used to help you to engage with your learning, both by you as a student and by your tutors – some of these methods are described below.

Timetabled Teaching Sessions

Your student timetables indicate the teaching sessions that have been arranged for you across the modules that you are studying, and are available to you on the VLE. Within your teaching sessions, you will take part in a variety of activities that will help

you to learn and develop as appropriate to each module and assignment. Specific learning and teaching strategies used in teaching sessions can include:

- Projects and assignments - covering a range of learning areas
- Tutorials - for appraisal and development as an individual or in groups
- Critiques - to provide formative feedback and to develop your presentation skills
- Lectures - formal and informal
- Seminars - discussions that develop your critical responses
- Demonstrations - practical and workshop-based activities
- Enhancement activities - visiting speakers, educational visits, workshops

Independent study
In addition to teaching sessions, the development of your skills and knowledge requires extra individual input defined as independent study. This will appear on your timetables and is an important part of the learning hours required for each module. During these periods, tutors are not timetabled to teach you, but technician/demonstrators and Library staff are available to help you to undertake research and the development of ideas and practical work. It is your responsibility to make good use of independent study time and the facilities available. It is essential that you access the specialist workshops during this time to develop your skills with materials, equipment and processes. The College's opening times and access to resources are intended to provide extra opportunities for you to benefit from your studies and to achieve your goals.

Assignments
A strategy based on practical and/or written work, ranging from staff-initiated activities at Level 4, and leading progressively to increasingly student-led activities at Levels 5 and 6.

Live Assignments or Live Briefs
An assignment negotiated between a tutor and a relevant external agency, providing an opportunity for you to work within the constraints of a commercial brief. Live assignments/live briefs can also include competitions and awards.

Projects
An activity initiated by you as a student in which the emphasis is on student-centred learning. The tutor acts as a supervisor, negotiating the choice of topic with you through the Learning Agreement, and supporting you throughout the project, which can be undertaken on an individual basis and/or in groups.

Lectures
A structured presentation of ideas, concepts and content knowledge by academic staff and visiting lecturers to groups of students, followed by feedback, questions and answers.

Academic Tutorials
A meeting with an academic tutor or tutors either to discuss the progress of your work on a formative basis, or to give summative feedback about your achievement in individual modules or the programme in general. Academic tutorials can take place on an individual basis, or with a group of students.

Seminars
A group activity involving the open discussion and analysis of topics – seminars may be tutor-led or student-led and can include short presentations.

Group Critiques
These involve all students in presenting and discussing work with tutors and the peer group within modules, giving you the opportunity to evaluate and respond to feedback.

Workshops
Specific activities within specialist modules that provide the skills required for assignments and can be delivered by tutors and/or technician/demonstrators. Technical and practical skills are developed in a range of techniques, processes and materials relevant to your area of study and specialism.

Educational Visits
Educational visits to a range of external venues provide opportunities for you to broaden your field of research and knowledge related to your area of study. You will be given information about your programme's planned educational visits throughout the academic year.

Learning Agreements
As you progress through the programme, there are increasing opportunities for you to negotiate your own learning. Learning Agreements are introduced at Level 5 as a mechanism to support you in defining your individual learning in the context of the programme. Within the Learning Agreement, you will outline how you intend to fulfil the module aims and outcomes and how you plan to achieve this. This enables you to vary the work you produce according to your own personal and professional goals and aspirations whilst meeting the specified aims and learning outcomes of the module. At Level 6, you are expected to use the Learning Agreements for your Minor Project and Final Major Project. The Learning Agreements contribute towards evidence of your Personal Development Planning.

Assessment

Each module is assessed separately, and the assessment forms part of the module. Assessment both provides a measure of your achievement, and also gives you regular feedback on how your learning is developing.

At every Level of your programme you will be provided with a *Module Handbook* for each module, which contain information about the individual modules you will be studying. This includes what you are expected to learn within each module; the work that you have to submit; how it will be assessed and the deadline for submitting your work for assessment.

You will receive a final mark for each module in the form of a percentage, which will be recorded on your formal record of achievement (transcript). Each component of assessment is marked using a notched marking scale, whereby only certain marks are used within each banding of marks. The only marks available within any ten-point band are *2, *5 and *8 (eg. 42, 45, 48). These marks correspond to a low, mid, and high level of achievement within each banding of marks.

On successful completion of your Honours degree programme, you will be awarded a degree classification based on your module marks. The final classification is determined using all module marks at Levels 5 and 6 using two different algorithms, which are detailed in the *Assessment & Regulations Handbook* (available on the VLE and as a printed booklet). If the two algorithms produce different results, you will be awarded the higher class of degree.

If you have joined Level 6 having completed a Foundation Degree (FdA), or equivalent, the final classification is determined using only your module marks at Level 6.

For further information on progression, awards and classifications, please visit the VLE.

Transferable Skills and Employability

To be successful, graduates need to be multi-skilled, responsive and adaptable people who are innovative and flexible enough to operate in a fast-changing world. During the course of undergraduate study, you will develop specialist skills and knowledge in your subject area. However, you will also develop a range of skills and behaviours that prepare you for employment in a wide range of fields. These skills and behaviours are variously known as “transferable skills”, “graduate skills” or “generic skills”, and employers expect all graduates to possess them; indeed many employers value these skills more than subject-specific knowledge, given the rapid pace of change within the creative disciplines.

In the first year of your programme, transferable skills will include academic conventions and good academic practice (such as the avoidance of plagiarism); information retrieval; and general skills which support academic study within higher education. As you progress through the programme, you will increasingly be expected to demonstrate advanced skills in communication (verbal, visual and written); an ability to apply knowledge to new situations; critical reflection and self-evaluation; an ability to research, evaluate and analyse information; team-working; and higher-level problem solving. You will also be expected to develop your organisation and time management skills, and to demonstrate through your work the professionalism required of a graduate.

You will be encouraged to reflect on your development of transferable skills throughout the programme.

To ensure that you graduate with the personal attributes and attitudes required to practice effectively at a professional level, your programme provides a wide range of experiences and opportunities that develop your knowledge and understanding of the workplace, such as:

- Educational visits in the UK and abroad
- Exhibiting work at events such as Free Range (London)
- Work experience opportunities
- Competitions and awards – these are an enhancement to the module delivery throughout the programme and you will be encouraged to participate as appropriate to your individual development
- Visiting lecturers and speakers from the professional community

The programme is affiliated to the Association of Photographers [AOP], which is one of the world's most prestigious professional photography associations, and is a membership organisation of professional photographers, assistants, students, agents, affiliated university and college courses and affiliated companies. The Association's aims are to promote and protect the worth and standing of its members, and to defend and educate the interests and rights of all photographers, especially in the commercial photographic industries. Members and clients include advertising agencies, design groups, corporate sector companies, publishing houses and music publishers. The Association brings professional photographers together and provides a sense of community that is unavailable anywhere else. The AOP has a strong student incentive and encourages your involvement with a student rate of membership that entitles you to access photographers, awards, educational / professional events and competitions.

Throughout the programme, you will be taught by professionally qualified staff who are subject specialists and understand the requirements of the relevant industry, so their knowledge and experience will provide valuable support to help you develop your potential and plan your career.

The College's HE programmes are informed by an Industrial Liaison Group [ILG], whose support is invaluable in ensuring that the curriculum and resources enable you to develop employability skills that are appropriate to the needs of industry. It also provides feedback for both academic staff and students regarding the currency, relevance and quality of work produced at each Level, as well as contributions to curriculum content. The ILG brings a range of experience and skills from Visiting Fellows and Lecturers into the reach of all students and academic staff, and has identified interests relating to specific programmes.

Further information about the ILG is available on the College website at:
http://hartlepool.ccad.ac.uk/industrial-liaison

Personal Development Planning

Personal Development Planning [PDP] is a process that will give you the opportunity to plan and reflect on your learning and development throughout your programme in preparation for future professional practice. PDP will help you to measure and monitor your academic and professional progress based on your own self-evaluations, and on feedback from tutors, peers and interaction with potential clients (eg. within live assignments). It will also help you to develop a range of skills and information that will contribute towards the development of independent learning and employability.

PDP will benefit you by:

- Providing a clear overview of your studies
- Helping you to reflect critically on your progress and performance
- Enabling you to become more independent
- Encouraging you to take an active role in your learning and career development
- Providing you with opportunities for self-evaluation, forward planning and working towards the achievement of personal goals
- Enhancing your opportunities for learning and development

Work Experience

Work experience refers to any period of industrial, professional or commercial experience arranged with an employer or external agency while you are studying on the programme. It can be an invaluable aspect of your development towards employability, providing you with the opportunity to put your knowledge and skills into a professional context and to give you a realistic view of employment. It can also provide professional contacts and potential future employment opportunities. Your tutors can help you to find appropriate work experience, and more information is available in the *Work Experience Handbook*, which you can access on the VLE.

Programme Structure

All students are registered for the award of BA (Hons); however exit awards are available if you leave the programme early, having successfully completed one or two Levels. If you successfully complete a Level of the programme, you will automatically be entitled to progress to the next Level.

For the award of a Certificate of Higher Education (CertHE), you must have achieved a minimum of 120 credits at Level 4. This qualification may be awarded if you leave CCAD following successful completion of the first year of your programme.

For the award of a Diploma of Higher Education (DipHE), you must have achieved a minimum of 240 credits of which a minimum of 120 must be at Level 5. This qualification may be awarded if you leave CCAD following successful completion of the second year of your programme.

For the award of a BA (Hons) you must have achieved a minimum of 360 credits of which a minimum of 240 must be at Level 5 or above, of which a minimum of 120 credits must be at Level 6. This qualification will be awarded upon successful completion of your programme.

A BA without Honours may be awarded if you have achieved 300 credits, at least 180 of which are at Level 5 or above, and at least 60 of which are at Level 6.

Programme Content

The programme is structured to provide you with the skills, knowledge and abilities that will help you to become increasingly independent as a creative photography practitioner, and to develop the skills required for employment and professional practice.

The programme's modules have been designed and organised to provide opportunities for you to develop, integrate and consolidate a wide range of knowledge and expertise. The practical modules enable you to develop the skills and abilities you will need to produce creative solutions, underpinned and enhanced by the written modules through integrated activities and the development of knowledge and transferable skills. The module structure provides you with a holistic and coherent learning experience and a comprehensive framework for assessment and progression that will enable you to gain recognition for your progress and achievement.

The programme consists of three Levels (4, 5 and 6), each lasting one academic year of full-time study. Each Level is divided into modules, which may vary in size. A standard module represents 200 hours of study and is worth 20 credits. Depending on the complexity of the area being studied, some modules may be larger, for example, at Level 5 you can study a double module (40 credits) and at Level 6 you can study a treble module (60 credits).

The BA (Hons) Photography programme is structured to enable all students to experience focused learning at Levels 4 and 5 with module content explicit to the development of technical skills that are cognisant with practice and competency. Progression into Level 6 is consolidated by either a Fine Art or Commercial Pathway, within which you can select an appropriate specialism to explore during the final year of study.

Level 4

Level 4 is an introduction to all equipment and processes, as well as an orientation to the discipline of photography and the learning and working environment within the following practice-based modules:

- **Introduction to Photography** (20 credits)
- **Introduction to Studio** (20 credits)
- **Photography and Narrative** (20 credits)
- **Landscape Photography** (20 credits)

The linear structure of these 20 credit modules helps you to manage your workload through the staggered timing of summative assessment across the academic year. The content of the modules provides you with a sound foundation of skills and knowledge, and enables you to develop technical competency in order to experiment with the photographic medium within the structure of assignments. This involves both traditional and digital resources to prepare you for tutorials, group critiques and practical tasks initiating flexibility in developing knowledge and understanding of the subject.

Practice-based development is supported by Professional Studies and the study of visual culture, which introduce you to the requirements and expectations of study in higher education, and enable you to become increasingly aware of the creative sectors and cultural parameters in which professional photographers operate.

The **Introductory Professional Studies** module (20 credits) introduces aspects of professional practice and employability that are relevant to creative practitioners, including IT, communication, research, presentation and individual weblogs. The photography industries are explored at a general level in order to raise your awareness of these industries and how they operate, and the range of career options available.

The **Introductory Visual Culture** module (20 credits) explores the chronology and history of visual culture in a series of lectures and research seminars, and encourages you to appreciate the broader contextual influences on contemporary culture. It supports the development of research, study and analytical skills in the production of a Visual Culture Journal, which includes an essay based on an aspect of the lecture programme. The module content is relevant to all Visual Arts

programmes at CCAD, and students are taught in larger mixed groups to encourage collaboration across disciplines.

Level 5

The main focus in Level 5 is to enable you to develop a deeper understanding of photography and an increasing level of independence through negotiation and evaluation. This includes opportunities to study specific vocational and professional areas in greater depth, in preparation for identifying your specialist Level 6 pathway, within the following modules:

- **Editorial Photography** (20 credits)
- **Portrait Photography** (20 credits)
- **Still-Life Photography** (40 credits)
- **Professional Studies** (20 credits)
- **Visual Culture Theory** (20 credits)

The introduction of Learning Agreements at Level 5 helps you to identify your individual focus and choices within each module and supports the development of personal routes of enquiry.

Increasingly throughout Level 5, you are expected and encouraged to develop your conceptual understanding of photography and where your main interests lie. The first part of Level 5 includes two practice-based modules with a more specialist photographic focus, which enable you to develop your skills and experience further – the **Editorial Photography** module (20 credits) and the **Portrait Photography** module (20 credits).

A confirmation period in the second half of Level 5 within the larger **Still-Life Photography** module (40 credits) highlights the two potential pathways – Fine Art or Commercial. An increasing emphasis is placed on self-evaluation to enable you to reflect critically on your learning and to demonstrate greater responsibility for how and what you learn with a view towards an identified pathway in Level 6 and beyond. You will be expected to complete a pathway proposal in the **Still-Life Photography** module.

The **Professional Studies** module (20 credits) extends and develops the knowledge of your chosen creative industry, its international perspective, and the roles available within it. This is enhanced by primary and secondary research into specific career pathways, with particular emphasis on employability and enterprise. The module aims to develop a practical focus on the further development of employability skills, professional practice and networking, including the application of IT for professional promotion, such as curriculum vitae and digital archives, and the further development of individual student weblogs.

The **Visual Culture Theory** module (20 credits) extends your knowledge and awareness of issues that shape, define and influence contemporary visual culture, based on a series of thematic lectures and research seminars. The module further develops your skills in research and critical analysis, and extends your ability to formulate and conclude a written argument in essay format with adherence to academic conventions. At the end of the module, you are allocated time and tutorial guidance to research and propose a Dissertation topic in preparation for Level 6. The

module is delivered to larger groups from a number of Visual Arts programmes to encourage students to work collaboratively.

Level 6

The final phase of the programme at Level 6 provides you with opportunities to undertake a range of challenging activities, including the management of complex projects, the research of vocational strategies and the further development of professional practice within the option of a specific pathway. The experience, knowledge and skills gained in Levels 4 and 5 enable you to work with considerable levels of autonomy in Level 6 within the following modules:

Fine Art Pathway
- **Minor Project (Fine Art Pathway)** (20 credits)
- **Dissertation** (20 credits)
- **Final Major Project (Fine Art Pathway)** (60 credits)
- **Professional Practice** (20 credits)

Commercial Pathway
- **Minor Project (Commercial Pathway)** (20 credits)
- **Dissertation** (20 credits)
- **Final Major Project (Commercial Pathway)** (60 credits)
- **Professional Practice** (20 credits)

During Level 6, you produce a **Dissertation** to demonstrate your ability to research, formulate and present a critical argument based on a topic of your own choice, and related to your creative practice. Your dissertation is designed to encourage a clear understanding and relationship between practice and theory, and challenges you to engage with the culture of photography at a deeper level. You also produce a range of promotional materials that will support your future professional practice and prepare you for employment / postgraduate study in the **Professional Practice** module.

Within the practice-based modules, the choice of pathway is firmly consolidated in the Minor **Project** and **Final Major Project**. The outcomes for the two different pathways in Level 6 are as follows:

Fine Art Pathway
On this pathway, you become theoretically and technically sector-aware in order to succeed in the contemporary art market and use practical, analytical and critical skills to complete personal assignments within the structure of a **Minor Project** and a **Final Major Project**. This enables you to evolve a particular style in response to the subject and content of your photographs. You will be encouraged to produce work for exhibition / portfolio as well as appropriate social networks to create a visual presence suitable for professional locations within the art market sector leading to vocational discourse and / or postgraduate study. Existing examples include students gaining entry to a number of postgraduate and research opportunities within institutions such as Sotheby's, Goldsmiths, Westminster and Sunderland. Students have also secured practice-based commissions / exhibitions in the UK and Europe. Other areas are employment in high-end fashion / lifestyle journals such as Vogue and other similar periodicals. You can also build upon the experience of the programme as a platform to work within education and museums and galleries.

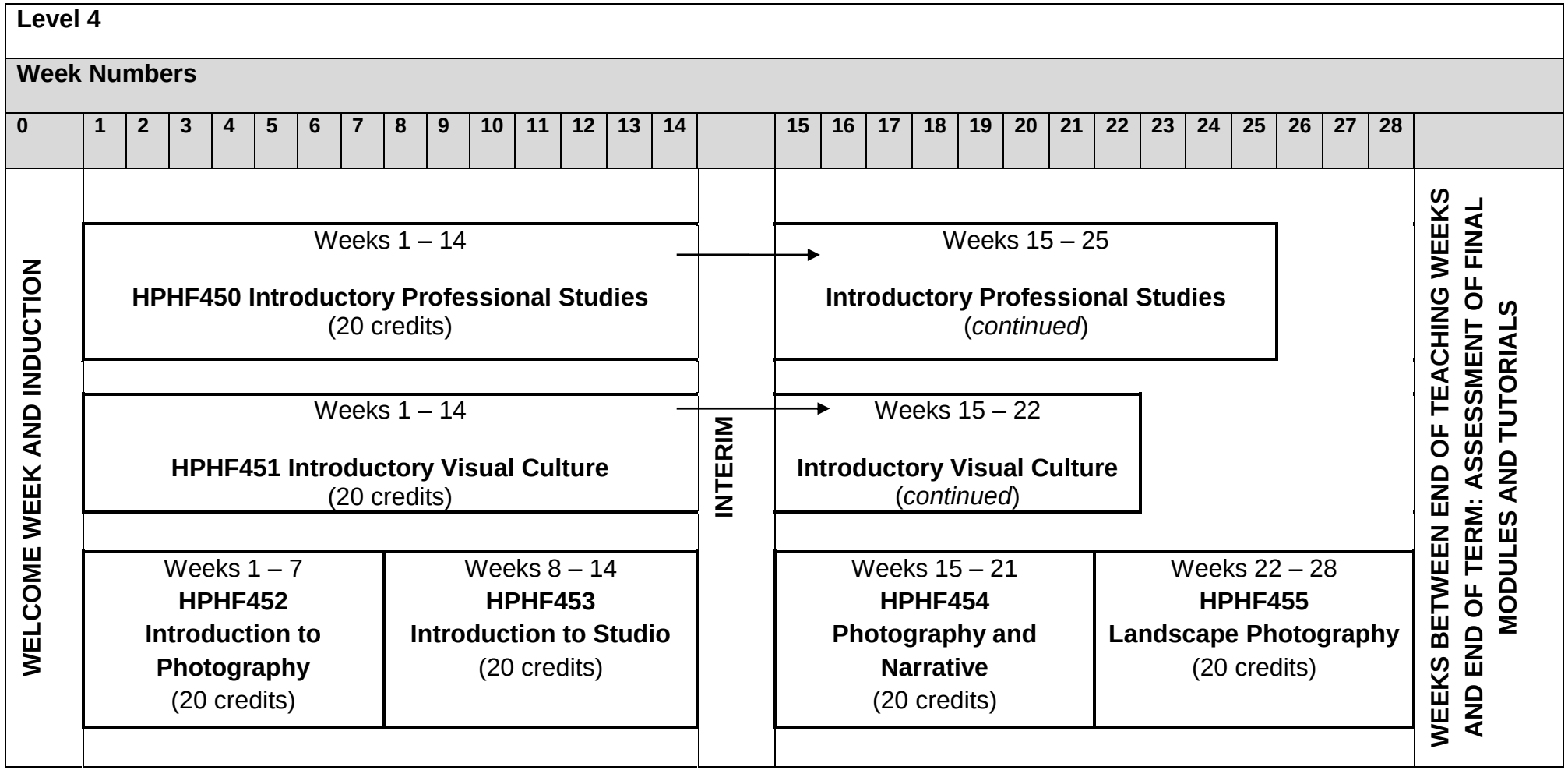
Commercial Pathway
This pathway directs you towards advanced research and practice into the commercial aspects of photography as a vital and exciting platform for practical and vocational development within the structure of a **Minor Project** and a **Final Major Project**. There is an additional focus on designing a business plan and identifying the commercial market for self-employment. Existing examples of students gaining work in this sector are in architecture / sports / product / High Street fashion / hair and beauty / industrial / wedding / business and corporate / editorial / portraiture and studio-based commercial photography.

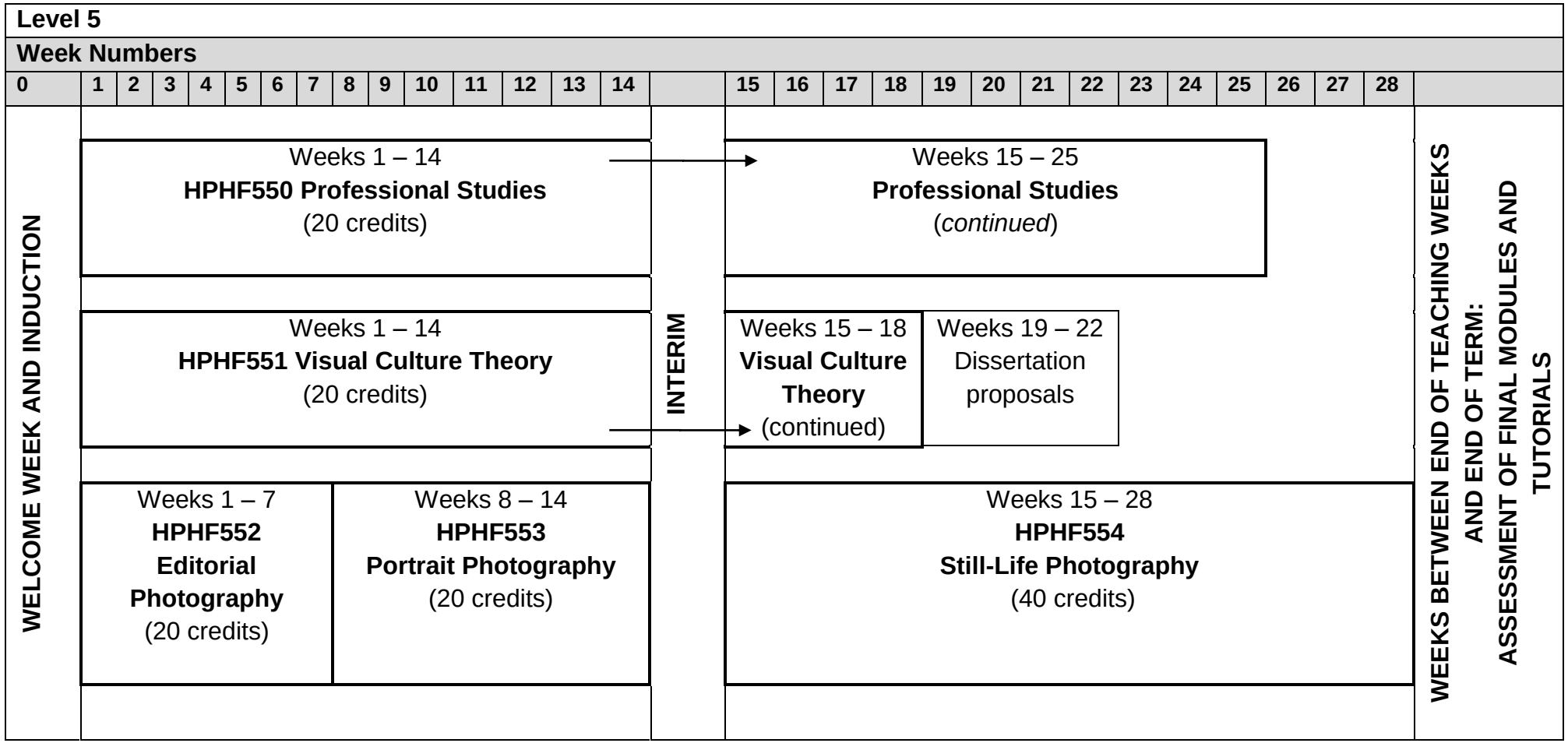
Programme Modules

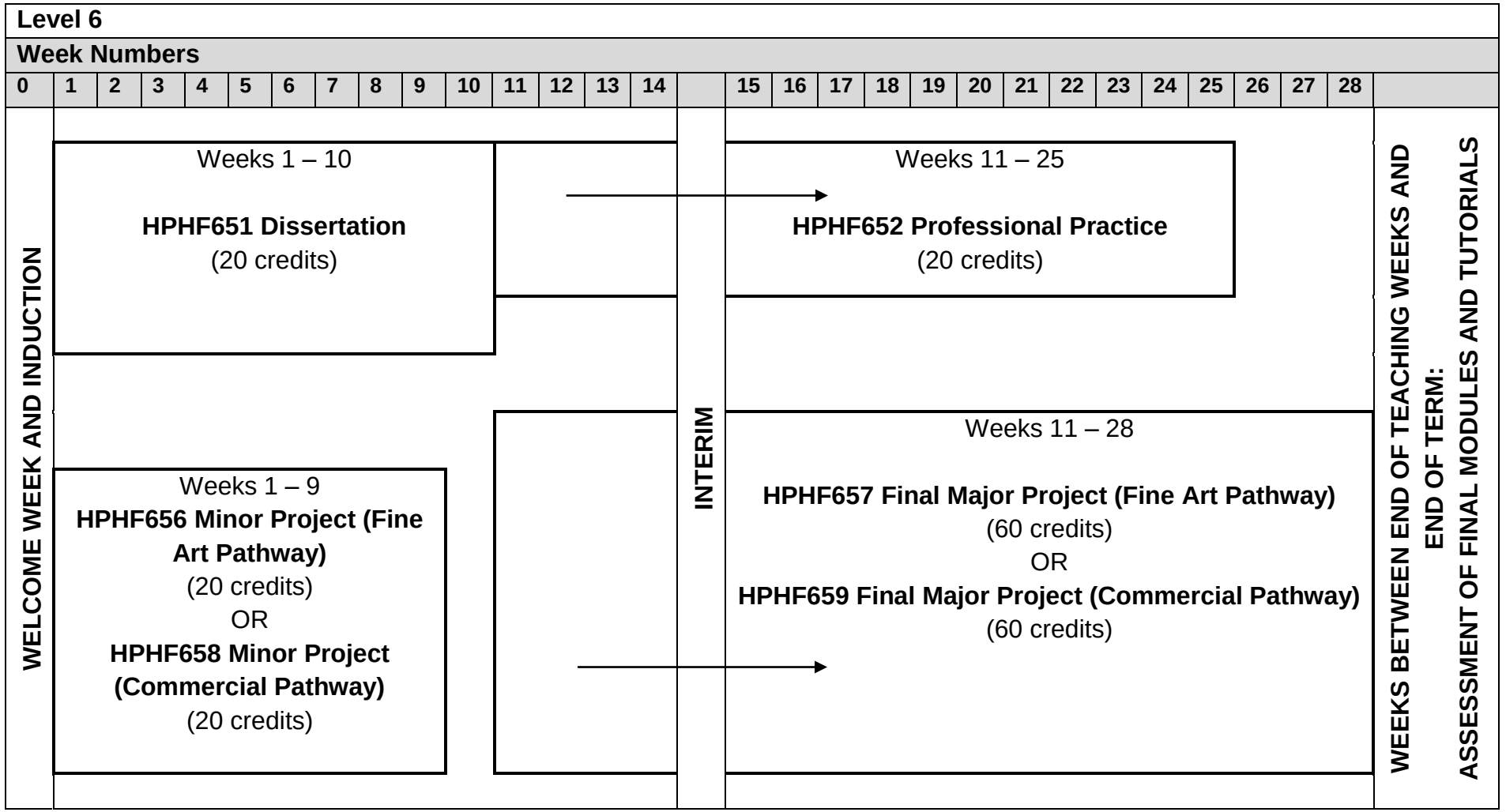
Module Code	Module Title	Credit Weighting
Level 4		
HPHF452	Introduction to Photography	20
HPHF453	Introduction to Studio	20
HPHF454	Photography and Narrative	20
HPHF455	Landscape Photography	20
HPHF450	Introductory Professional Studies	20
HPHF451	Introductory Visual Culture	20
Level 5		
HPHF552	Editorial Photography	20
HPHF553	Portrait Photography	20
HPHF554	Still-Life Photography	40
HPHF550	Professional Studies	20
HPHF551	Visual Culture Theory	20
Level 6		
Fine Art Pathway		
HPHF656	Minor Project (Fine Art Pathway)	20
HPHF651	Dissertation	20
HPHF657	Final Major Project (Fine Art Pathway)	60
HPHF652	Professional Practice	20
Commercial Pathway		
HPHF658	Minor Project (Commercial Pathway)	20
HPHF651	Dissertation	20
HPHF657	Final Major Project (Commercial Pathway)	60
HPHF652	Professional Practice	20

Programme Diagram

This schematic diagram shows the proposed start and end dates for each module. Assessment takes place at the end of each module and you will normally receive summative assessment feedback within 4 academic weeks of the original submission date. Further information on the structure of each module is included in your *Module Handbooks*.




Level 5
Week Numbers
0
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
WELCOME WEEK AND INDUCTION
Weeks 1 – 14
HPHF550 Professional Studies
(20 credits)
Weeks 15 – 25
Professional Studies
(continued)
Weeks 1 – 14
HPHF551 Visual Culture Theory
(20 credits)
INTERIM
Weeks 15 – 18
Visual Culture Theory
(continued)
Weeks 19 – 22
Dissertation proposals
Weeks 1 – 7
HPHF552 Editorial Photography
(20 credits)
Weeks 8 – 14
HPHF553 Portrait Photography
(20 credits)
Weeks 15 – 28
HPHF554 Still-Life Photography
(40 credits)
WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM:
ASSESSMENT OF FINAL MODULES AND TUTORIALS


Level 6
Week Numbers
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28
WELCOME WEEK AND INDUCTION
Weeks 1 – 10
HPHF651 Dissertation
(20 credits)
Weeks 1 – 9
HPHF656 Minor Project (Fine Art Pathway)
(20 credits)
OR
HPHF658 Minor Project (Commercial Pathway)
(20 credits)
INTERIM
Weeks 11 – 25
HPHF652 Professional Practice
(20 credits)
Weeks 11 – 28
HPHF657 Final Major Project (Fine Art Pathway)
(60 credits)
OR
HPHF659 Final Major Project (Commercial Pathway)
(60 credits)
WEEKS BETWEEN END OF TEACHING WEEKS AND END OF TERM:
ASSESSMENT OF FINAL MODULES AND TUTORIALS

Mapping of Module Learning Outcomes to Level Outcomes

Level 4 **Level Outcome**	**Introduction to Photography** **20 credits**	**Introduction to Studio** **20 credits**	**Photography and Narrative** **20 credits**	**Landscape Photography** **20 credits**	**Introductory Professional Studies** **20 credits**	**Introductory Visual Culture** **20 credits**
Demonstrate a competent understanding of photographic practice and the influences on it	* **LO1**	* **LO1**	* **LO1**	* **LO1**		* **LO1**
Gather, describe and apply research from a defined range of primary and secondary sources	* **LO2**	* **LO2**			* **LO1**	* **LO2**
Develop practical and conceptual solutions to creative problems in response to set briefs and activities			* **LO2**	* **LO2**		
Apply a range of approaches to learning and identify your strengths and areas for development in order to manage work and meet deadlines	* **LO3**	* **LO3**				
Apply practical knowledge of photographic processes and materials in order to develop ideas	* **LO4**	* **LO4**	* **LO3**	* **LO3**		
Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility				* **LO4**		
Communicate accurately and reliably with structured and coherent discussion and arguments			* **LO2**		* **LO2**	* **LO2**

Level 5 **Level Outcome**	**Editorial Photography** **20 credits**	**Portrait Photography** **20 credits**	**Still-Life Photography** **40 credits**	**Professional Studies** **20 credits**	**Visual Culture Theory** **20 credits**
Demonstrate knowledge and critical understanding of established and emerging principles of, and influences on, photography and apply these to a range of activities	* **LO1**	* **LO1**	* **LO1**	* **LO1**	* **LO1**
Analyse, apply and interpret research from a variety of primary and secondary sources			* **LO2**	* **LO2**	* **LO2**
Apply an enquiring approach to the changing nature of knowledge and concepts and demonstrate critical analysis in your problem-solving and synthesis			* **LO2**		
Take personal responsibility for the development of existing skills and new competences and the management of your work		* **LO2**	* **LO3**		
Apply appropriate practical and technical skills to enable you to experiment and develop ideas and outcomes based on your own decisions	* **LO2**	* **LO3**	* **LO1**		
Demonstrate the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making			* **LO4**		
Effectively communicate and present information, arguments and analysis in a variety of forms and situations	* **LO3**			* **LO3**	* **LO2**

Level 6 Fine Art Pathway **Level Outcome**	**Minor Project** **20 credits**	**Dissertation** **20 credits**	**Final Major Project** **60 credits**	**Professional Practice** **20 credits**
Demonstrate a comprehensive and detailed knowledge of the culture and practice of fine art photography and its theoretical and professional contexts	* **LO1**		* **LO1**	* **LO1**
Evaluate and apply research from a diverse range of sources appropriate to the development of your work	* **LO2**	* **LO1**	* **LO2**	
Demonstrate confidence in identifying and defining your own practice through intellectual debate, ideas and concepts			* **LO3**	
Take responsibility for independent learning and decision-making as you apply your knowledge and skills to the organisation and management of projects		* **LO2**	* **LO3**	
Apply creative practical and technical skills that resolve problems you may encounter in producing outcomes relevant to your photographic practice	* **LO3**		* **LO1**	* **LO2**
Demonstrate readiness for employment and / or continuing professional development / postgraduate study whilst acknowledging the legal, ethical and sustainable constraints and professional expectations of photographic practice			* **LO4**	* **LO3**
Communicate professionally in a range of formats and contexts to enhance and promote your practice	* **LO4**	* **LO3**	* **LO5**	* **LO3**

Level 6 Commercial Pathway **Level Outcome**	**Minor Project** **20 credits**	**Dissertation** **20 credits**	**Final Major Project** **60 credits**	**Professional Practice** **20 credits**
Demonstrate a comprehensive and detailed knowledge of commercial photography and the professional skills required by the photographic / visual communications industries	* **LO1**		* **LO1**	* **LO1**
Evaluate and apply research from a diverse range of sources appropriate to the development of your work	* **LO2**	* **LO1**	* **LO2**	
Demonstrate the ability and confidence to place your work in a commercial context and develop appropriate ideas and outcomes			* **LO3**	
Work independently and apply your knowledge, skills and understanding appropriately to organise and manage projects		* **LO2**	* **LO3**	
Apply creative practical and technical skills that resolve problems you may encounter in producing commercially focused outcomes	* **LO3**		* **LO1**	* **LO2**
Demonstrate readiness for employment and / or continuing professional development / postgraduate study whilst acknowledging the legal, ethical and sustainable constraints and professional expectations of photographic practice			* **LO4**	* **LO3**
Communicate professionally in a range of formats to specialist commercial and other audiences	* **LO4**	* **LO3**	* **LO5**	* **LO3**

Resources

Library

The Library provides specialist art and design resources to support the learning, research and curriculum needs of both students and staff at CCAD. All new students receive a Library induction and a subject specific resource guide which is followed up by an information skills and e-learning session. Additional help is available within the Library for research and there is a proof reading service for essays and dissertations to check for spelling and grammatical errors.

The Library holds a variety of learning materials including books, academic journals, DVDs, and magazines. There is also a wide range of specialist electronic resources focusing on art, design and media, including e-books and e-journals. The Library resources are catalogued onto the Heritage Library Management System, which can be accessed either within the Library or by the online version via the VLE and CCAD portal.

The Library is Wi-Fi enabled and facilities include study spaces and a photocopier. The resources, and help from the knowledgeable, friendly staff, make the Library a popular space for work and study.

The Library consistently receives high scores in both the in-house and national student surveys, which are carried out annually.

Information technology

CCAD provides a comprehensive range of IT resources based around Windows PCs and Apple Macintosh computers using the latest in specialist hardware and software solutions. In our studio and open access facilities every computer is pre-loaded with the latest versions of Adobe Creative Cloud and Microsoft Office 365 applications. Specialist programmes demand specialist requirements and the College caters for this with IT resources utilising industry standard software and hardware solutions.

Studio and open access facilities are complemented by our Bring Your Own Device system allowing access of all your personal hand-held devices to our wireless network and the internet. Our internet provision employs the same network as used by all the major universities and colleges throughout the country and enjoys speedy access and unrivalled access.

IT resources are supported by a knowledgeable and friendly IT team that endeavours to put the student first and resolve any issues. IT support is accessible via our in-house helpdesk, which is open from 8.30am to 5pm from Monday to Thursday and from 8.30am to 4.30pm on Fridays, email: helpdesk@ccad.ac.uk. Out of hours IT support is provided on Mondays and Tuesdays from 5.00pm to 9.00pm.

Student Support

Academic Guidance

Academic staff are responsible for providing you with feedback on your work and your general academic progress, and for providing academic support and guidance through the programme. This is provided through “critiques” and written feedback, as well as guidance on practical work and informal discussion about your progress. These sessions may be individual or, in the case of collaborative work, in small groups.

Academic tutorials are scheduled to allow you to have in-depth discussions about your work, or the programme in general. You will be entitled to at least one formal recorded academic tutorial per semester with a nominated member of the Programme Team. For further information about academic tutorials, you can refer to the *Undergraduate Academic Tutorial Policy*, which is available on the VLE.

Support and advice is also provided on an informal basis throughout the programme, through discussions between staff and students.

Academic Support Team

The Academic Support Team provides additional taught sessions for all students in areas that will support your academic studies. These sessions are scheduled to align with the curriculum and relevant module deadlines and are delivered on a weekly basis throughout the academic year on topics including:

- Note taking
- Academic conventions (referencing)
- Academic research, reading and writing
- Time-management
- Definition of Summative and formative feedback
- Writing an evaluation
- Essay research, planning, writing and presentation
- Report writing
- Presentation of work
- Confidence-building
- Dissertation preparation (Level 5)
- Writing a Learning Agreement (Level 5 and Level 6)

In addition, the Academic Support Team provides one-to-one support tutorials for all students throughout the academic year. More information is available on the Academic Support section of the Study Skills site on the VLE.

Career Education, Information and Guidance

Advice and guidance for careers support and further training is offered throughout your programme and developed in the Professional Studies modules to help you understand the career routes available within your chosen profession. In addition to activities on your programme that will help to guide you towards your individual career path, it is important that you do your own additional research into potential careers. The academic staff on your programme, many of whom are creative

practitioners, will be able to give you further advice about careers in your subject area. In the Professional Studies modules, a variety of external business support specialists are invited into the College to talk to you about career planning and to offer advice about starting your own business. There is also a careers section in the Library.

Learning Support

Support for students with disabilities (including dyslexia)

CCAD is committed to the principles of equality and diversity and welcomes applications from students with a disability or learning difficulty. The College aims to support all students' individual needs wherever possible to enable all students to achieve their full potential.

If you experience a disability, mental health condition, specific learning difficulty eg. dyslexia, Autistic Spectrum Disorder, or long-term health condition, the Student Services team will support you to access additional funding (Disabled Students Allowances - DSA), which may fund the cost of any support needs you have. To help ensure you have all the support you need as quickly as possible, a member of the team will contact you before you enrol to ask about any support you need, and put in place interim support while they are helping you to access DSA funding.

In addition, all students are asked to complete a dyslexia screening test when they start their programme. This is called the LADS (Lucid Adult Dyslexia Screening) test, and helps to identify if you need any extra support, even if you have never accessed support before. If you do, the team will work with you to identify what support you need, and help you access further diagnostic tests and funding. The Student Services team can also offer dyslexic thinkers one-to-one support from a specialist tutor to help develop learning skills, as well as offering all students facilities such as a proof reading service via the Library.

Pastoral support and guidance

Support and advice on non-academic matters is provided through trained and qualified professional staff within the Student Services team. This includes an onsite counselling service, which you can access whether or not you have seen a counsellor before. This service is entirely confidential. If the counsellor feels that they are unable to support you or that you would benefit from a different type of service, they will discuss this with you, and help you to seek the support that is appropriate for you.

Advice and support with practical issues such as finance, funding, accommodation and welfare is also available from the Student Services team.

You can find contact details and further information about Student Services on the Student Services section of the VLE and in various printed booklets available on the noticeboard outside the Student Services office.

Monitoring the quality of your programme

The programme is subject to rigorous quality assurance procedures which involve subject specialist and peer review of the programme by the Arts University Bournemouth at periodic intervals, normally of 5 years. This process ensures that the programme engages with the QAA Quality Code.

In addition all programmes undertake an Annual Programme Review which takes account of relevant information such as:

- External Examiners' Reports
- Key statistics including data on application, retention and achievement
- Results of the National Student Survey [NSS]
- Results of the internal Student Perception Survey [SPS]
- Feedback from Student Representatives and Student Assemblies
- Feedback from relevant employer groups, including the Industrial Liaison Group [ILG]

All programmes develop an Action Plan from the Annual Programme Review process, which is monitored by the Programme Boards of Study, held twice a year. Your Student Representatives can keep you informed about progress against the Action Plan.

Staff development priorities for the Programme Team as a whole are identified through the Annual Programme Review process, and for individuals through the staff Performance Management process.

Indicators of Quality and Standards

All students on taught higher education programmes at CCAD are enrolled on a programme validated by the Arts University Bournemouth, which was granted taught degree awarding powers by the Privy Council in 2008; and University status was conferred in 2013.

In 2011, CCAD underwent a very successful IQER Summative Review, which made no recommendations for improvement and highlighted areas of good practice in the quality of higher education provision at the College. This was an excellent outcome, and confirms that our quality assurance mechanisms are robust, meaning that we can have full confidence in the standard of programme outcomes, and the quality of the educational experience we deliver.

Please note that this specification provides a concise summary of the main features of the programme.

More detailed information about studying on your programme at CCAD is available on the VLE.